

Show Program

International Convention
Centre, Darling Harbour
13 - 15 August

CAR WASH SHOW 2024 AUSTRALIA

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Welcome to Car Wash Show Australia 2024

On behalf of the Board of
Directors of the Australian Car
Wash Association, I am pleased to
welcome car wash operators and
industry professionals from around
the globe to this year's event.

Your presence signifies your commitment to excellence in the car wash industry, and we are honoured to have you join us.

The 2024 Show will deliver the southern hemisphere's largest gathering of car wash products and services on record. From innovative equipment to cutting-edge technologies, this exhibition promises to provide car wash operators unparalleled opportunities for business growth.

Please allow me to recognise our exhibitors for their extraordinary effort and investment in this Show. We particularly acknowledge those international exhibitors who have journeyed to be here.

We believe we have curated the best speakers for our theatre sessions, offering insights and strategies that will inspire and educate attendees across all sectors of the car wash industry. Whether you're interested in in-bay automatics, tunnel conversions, or the latest in customer engagement and marketing, our speakers are poised to deliver perspectives that can transform your business.

This event is for those considering investment in the industry and those already immersed in it. Throughout it, you'll have opportunities to network with industry leaders and peers, fostering connections that transcend borders. You will engage with exhibitors and discover new products and solutions that will drive efficiency and profitability in your operations.

Our social event program is designed to foster connections and ignite new ideas and collaborations that will shape the future of car washing in Australia. We can't wait to see the innovative partnerships that will emerge from this event!

I thank the ACWA team, whose hard work has made this event possible. Thank you to our exhibitors, sponsors, and partners whose support is instrumental in creating a dynamic and successful Car Wash Show Australia 2024.

Finally, thank you for participating in and contributing to this year's event. Your presence and enthusiasm make Car Wash Show Australia a premier gathering in our industry.

Please enjoy Car Wash Show Australia 2024!



Neil Fox
ACWA President

Event Schedule

Tuesday 13 August

Bus Tour Programs

Newcastle

Check in 8.30am to depart 9.00am

Sydney

Check in 9.30am to depart 10.00am

Prewash - The Show Opener

5.30pm - 7.30pm

Pumphouse Sydney,

17 Little Pier St, Darling Harbour

Two different Bus Tour Programs offered being Newcastle Self-Serve and Automatic Sites OR Sydney New Investor Self-Serve/Automatic, Hand and Tunnel Sites

ACWA will be "throwing a few dollars on the bar", so join this casual mix and mingle event as we raise a glass to a successful Car Wash Show Australia 2024. Dress Code: Casual.

Wednesday 14 August

Theatrette

8.30am - 12noon

Theatrette ICC Darling Harbour

Level 5 Meeting Room E5.4 & E5.

The Theatrette sessions deliver unprecedented access to strategies, insights and solutions from those who have been there before. Preceded by Australian Car Wash Association AGM 8.20am - 8.45am

Exhibition Hall Open

Hall 7 Level 4

10.30am - 4.00pm

Featuring more exhibition space than ever before, check out the latest and greatest car wash technology and services on the planet.

Party in the Wash Bay

6pm - 9pm

Darling Pavilion,

1 Harbour St, Darling Harbour

A relaxed and informal format, Party in the Wash Bay is Car Wash Show Australia's highlight social event. The Australian Car Wash Industry Award presentations will be made at the event. Dress Code: Casual.

Thursday 15 August

Theatrette

8.30am - 12noon

Theatrette ICC Darling Harbour

Level 5 Meeting Room E5.4 & E5.

The Theatrette sessions deliver unprecedented access to strategies, insights and solutions from those who have been there before.

Exhibition Hall Open

Hall 7 Level 4

10.30am - 4.00pm

Includes Final Rinse Drinks on the exhibit hall floor from 2.30-3.30pm to celebrate another successful Car Wash Show Australia. Show Closes 4pm.

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Theatrette Sessions

Welcome to the theatrette speaker program at Car Wash Show Australia 2024, featuring the best lineup of speakers ever assembled for our event.

This year, we are thrilled to present a series of engaging and informative sessions tailored to meet the needs and interests of car wash operators and industry professionals. Our expert speakers will cover a wide range of topics, including the latest innovations in car wash technology, strategies for business growth, marketing, and customer service excellence. Whether you're looking to enhance your operational efficiency, explore new business models, or stay ahead of market trends, our theatrette speaker program has something for everyone.



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Morning Theatrette Session Day 1

Wednesday 14 August

8.20am

President Welcome and ACWA AGM

ACWA President Neil Fox welcomes Car Wash Show Australia guests.

9.07am



Presenter Gary Bertwistle

“Beyond Clean Cars: Building Brands for Customer Loyalty”

In the competitive world of car washes, branding goes beyond just clean cars. Join us for a deep dive into the importance of branding in the car wash industry. Learn how to differentiate your wash from competitors, build customer loyalty, and position yourself for success in a changing market.

Discover why branding matters more than ever, and gain insights into successful branding strategies that drive customer loyalty and profitability.

9.54am



Presenter Frank Cazares

“Tunnel Vision: Converting In Bay Automatics to Drive Success”

Frank Cazares has a wealth of car wash experience, having been part of the Sonny's family for over 25 years. He currently holds the role of Equipment Sales Manager for Sonny's Enterprises, Inc.

At Car Wash Show Australia 2024, Frank will highlight innovative examples of how automatic and self-serve car washes in the United States have successfully converted to tunnel washes. Frank will demonstrate how to transform your in-bay into a high volume mini tunnel for maximum revenue, boosting customer visits and loyalty. Learn strategies to wash 10X more cars than an in-bay with premium applications for higher profits.

Discover actionable steps to achieve faster ROI with higher average tickets and recurring club plans. Explore how to optimize your space with adaptable equipment solutions, turning challenges into opportunities for business growth. Don't miss this opportunity to revolutionise your car wash business and stay ahead of the curve!

Morning Theatrette Session Day 1

Wednesday 14 August

10.30am



Presenter Ed Wright

What the Hell is Digital Marketing Anyway (Part 1)

This two-part presentation is not just marketing theory. Ed has worked with a Gold Coast car wash business for six months to gain a deeper understanding of the car wash industry and test what works and what doesn't. The content of the two sessions includes:

- Introduction to digital marketing - getting the basics right
 - Digital marketing channels - from paid advertising, search engine optimisation, email marketing to social media posting and more.
 - How website, ad platforms and email marketing software work.
 - When do you need an agency and what can you do yourself.
 - Digital marketing spends and returns.
-

11.20am



Presenter Alistair Liptrot

Uncover Unpublished Insights: The ACWA Car Wash Industry Consumer Study 2023

In this session, Alastair will unveil never-before-published insights from our recent consumer survey and deep-dive into the latest trends shaping the car wash industry, focusing on the critical Millennials vs Boomers and Male vs Female demographics. This session is not just about data; it's about translating insights into action. In this session you will:

- Gain valuable insights into the contrasting attitudes and behaviours of Millennials and Boomers towards commercial car washing.
- Understand what drives these two key demographics and how you can tailor your services to meet their needs.
- Explore the differences in preferences and expectations between male and female consumers when it comes to car washing.

Learn how to create a more inclusive and appealing experience for both genders.

Morning Theatrette Session Day 2

Thursday 15 August

8.30 am



Presenter Gary Bertwistle
Beyond Customer Service: Creating Unforgettable Customer Experiences

The car wash industry is rapidly evolving, and customer experience is becoming increasingly crucial in this dynamic and competitive market.

Understanding and delivering a superior customer experience is not just a trend but a necessity that can significantly impact a company's brand, customer loyalty, and overall success.

In this not-to-be-missed session, Gary will share insights on the importance of creating customer experiences.

Join this session and discover how to create great customer experiences, how important they are to shaping brand perception, and what you can create experiences that will make your wash stand out from the pack.

9:17am



Presenter Marcus Kittrell
The Road to Car Wash Success: A Lifetime Journey

Get set to be inspired by one of the USA's most influential car wash figures and discover an individual's phenomenal path to success when Marcus Kittrell tells his story.

Experience the extraordinary as we present keynote speaker Marcus Kittrell, a trailblazer in the car wash industry whose journey from a 16-year-old driveway attendant to a visionary leader with over 135 car wash sites across the USA. Don't miss this opportunity to witness Marcus Kittrell's remarkable journey and gain insights into the future of the car wash industry.

Morning Theatrette Session Day 2

Thursday 15 August

9.59am



Presenter Rory Hilton
Uncover the Secrets to Success: Identifying and Financing Your Ideal Car Wash Site

Join Rory Hilton, owner of Car Wash Sales and Advisory, for an essential session on identifying and financing your ideal car wash site. Whether you're eager to buy and seeking intelligence or a seller aiming to optimise value, this session offers invaluable insights. Learn from Rory's extensive experience and understand the key factors that make a car wash site perfect. Discover practical strategies for identifying prime locations, assessing potential profitability, and negotiating the best deals. The session will also feature a leading financier will provide direct insights into financing your next wash.

10.41am



Presenter Jason Hayes
Unlocking the Potential: The Future of In-Bay Automatics

Join us for an insightful session on "Unlocking the Potential: The Future of In-Bay Automatics." This presentation will provide a comprehensive perspective on In-Bay Automatics, and their position in the US market.

Explore the potential and future innovation in the In-Bay Automatic sector, as well as strategies for maximizing onsite efficiencies and gather practical insights into enhancing customer loyalty and increasing revenue streams.

11.23am

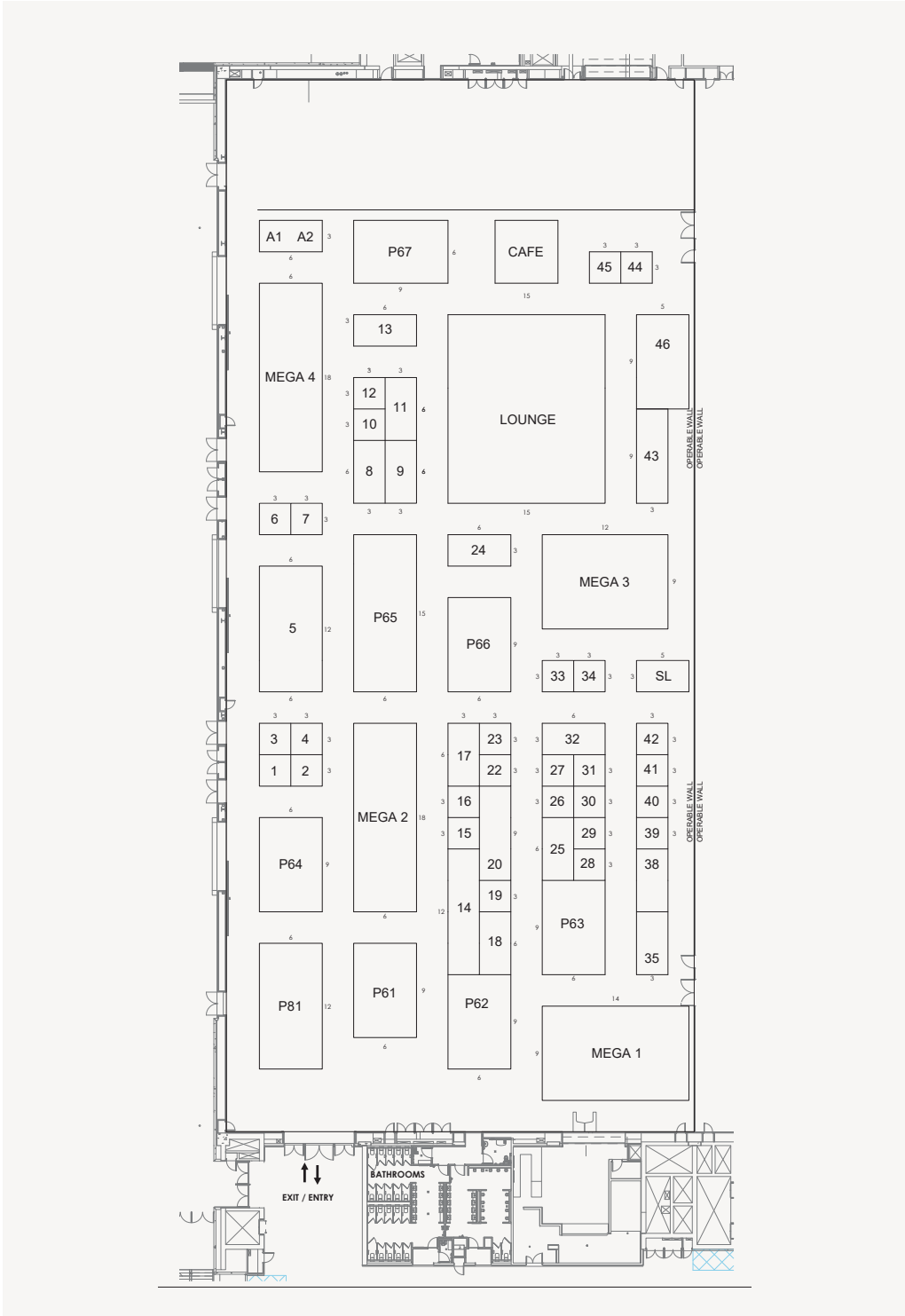


Presenter Ed Wright
What the Hell is Digital Marketing Anyway (Part 2)

This is the second part of a two-part presentation – part 1 Wednesday 14 August, 10.38am.

Exhibitor Listings

Exhibitor	Booth	Exhibitor	Booth
ACWA Helplines WHS and IR/Wages	A1,A2	Nayax	34
Anztec	5	Oasis Building Design	22
Australian Car Wash Sales	41	Payment Software Solutions Ltd	40
Auto Klene Solutions	25	Paytech Solutions	32
Auto Spa Empire	16	PDQ Mfg	P65
AVW Equipment	P62	Piranha Car Wash Systems	P81
Campbell Controls	15	Pollard Insurance	42
Carwash Sales and Advisory	8	Premier Door Systems	13
Carwash Solutions Australia - Sonny's	MEGA 1	Provender	1
Carwash Supply Co - PETIT	P67	PSD Codax	17
Castle Chemicals	24	Pulse	9
Chain Systems Australia	39	Quest Payment Systems	3
Chewy Chews	6	Shiners Car Wash Systems	14
Circumtec Pty Ltd	18	Slipstream Pro	MEGA 2
Cleanawater	46	SoBrite Water Treatment Solutions	29
Commercial Point Finance	10	Spitwater	12
DekkoPlus	26	SWP Australia	33
Du Bois Chemicals	5	Tap N Go	45
Eltech Group - Oasis	44	TMC Design	4
Goodsight Australia	MEGA 4	Tommy Car Wash Systems	P63
Harmor Liquid Waste Solutions	28	Tru Blu K9000	43
JCB Generators	SL	Ulti Group Ltd	27
Karcher	P66	Velocity Vehicle Care	MEGA 3
Kooler Ice	11	Ventrader	35
ME Group Australia	38	Washtec	P64
MGA Insurance	2	Windcave	23
Modular National Cleaning	20	WOOSH	31
Mosmatic Australasia	7	Workplace Central	30
Motor City Wash Works	P61	Zembl	19





ACWA membership

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- More information
- More collaboration
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- More customers

Join ACWA at Car Wash Show Australia 2024 and take advantage of our SHOW SPECIAL PRICE of \$599 for a 12-month membership (one site membership, additional sites \$100 per site).

The Australian Car Wash Association (ACWA) is the premier national body for the car wash industry in Australia. By becoming a member, you'll join a dynamic network of suppliers and operators, creating invaluable business connections.

ACWA membership offers numerous outstanding benefits:

- ✓ **Advocacy:** Your business will not just have a voice with regulators and authorities but also a powerful one that represents your interests as part of our collective.
- ✓ **Networking:** Access a nationwide calendar of networking events. Enjoy opportunities to network and learn from other car wash owners and suppliers, fostering valuable industry relationships that will keep you connected and informed.
- ✓ **Resources:** Access research studies, reports, practical WHS guides, and site templates tailored for car wash operations, empowering you to run your business more effectively.
- ✓ **Expert Advice:** Benefit from members-only access to specialist Industrial Relations (IR) and Work Health and Safety (WHS) consultants who offer the latest advice on critical matters.

Enhance your car wash business with an ACWA membership. It's easy, just visit acwa.net.au or speak to our team at the Car Wash Show Australia 2024.



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Show terms & conditions

Canvassing or attempting to make sales and/or distributing materials at the SHOW by anyone representing or connected with a non-Exhibitor is strictly forbidden; any person doing so will be promptly ejected.

Photography or videoing other than by official ACWA photographers or an Exhibitor taking photographs of their own Booth is prohibited; any person doing so will be asked to delete the footage and hand over the camera.

Disclaimer of liability

Whilst we endeavour to ensure that accurate information is disseminated through the SHOW and presentation, the ACWA and its members make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the information, products, services or related material contained in the presentation for any purpose.

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